LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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The proof is in the puffing.

We're not just blowing smoke. Merit delivers remarkably rich and satisfying tobacco taste. In fact, the majority of smokers in a nationwide test agreed that Merit tastes as good as or better than cigarettes that have up to 38% more tar. All this from a cigarette that has even less tar than other leading lights. The secret is Enriched Flavor.™ Only Merit has it. But just light one up. It's all the evidence you'll need.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

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